Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 12, No. 6 TORONTO, FEBRUARY 5, 1947 $2.00 Per Annum

Alberta Plans Advisory Board

'Adult' Ruling To Be Added To Act

Ontario exhibitors will be subject to prosecution and a penalty up to $200 if after June 1st of this year they fail to inform the public that films classed as such by the censors are "Adult Entertainment." Last June the Motion Picture Censorship and

(Continued on Page 3)

Montreal Branch Wins Mono Drive

The Montreal branch of Monogram Pictures, the manager of which is Sam Jacobs, recently finished in first place in the Canadian section of the Monogram "March of Progress Drive," according to an announcement by Frank L. Vaughan, assistant gen-

(Continued on Page 10)

Theatres, Unions, Government Agree On Official Setup

A five-man advisory board "whose duty it shall be to consult with, and advise the Minister with respect to the regulations" relating to Alberta's Amusement Act may become a reality during the next session of the Provincial parliament, which is expected to sit in February. If legally constituted it will become the first such body in the Dominion and its establishment will likely be followed by requests for similar ones in other provinces.

Early in 1945 the Alberta Theatres Association placed a brief with a number of requests pertaining to theatre operation before the Honorable A. J.

(Continued on Page 3)

NFB Chairman Is Dr. McCann

Successor to the Honorable Brooke Claxton as chairman of the National Film Board is Dr. J. J. McCann, minister of national revenue. Claxton, minister of national health and welfare, remains a member of the board as vice-chairman.

Dr. McCann is the minister through whom the Canadian Broadcasting Corporation reports to parliament.

Prior to Claxton the chief officer was Major-General Leo R. LaFleche who retired in the summer of 1945 as minister of national war services after a number of years.

BC Loop Renews With Famous

The Orpheum Theatre and six suburban houses will continue to be operated under the banner of Famous Players, it was announced by John J. Fitzgibbons, president of Famous Players, following a conference of FP executives in Vancouver.

(Continued on Page 3)

Variety Meeting Set

Toronto's Tent 28 of the Variety Clubs International will hold its next meeting at 5.30 p.m. on Thursday, February 13th, in the Yellow Room of the King Edward Hotel.

FPCC 25 Yr. Clubs Gather In West

The Gold Room of the Royal Alexandra Hotel in Winnipeg was the scene of the annual dinner for Famous Players' 25 Year Club recently. More than 60 guests were present. Guests of honor at the dinner were the new members of the club who, with their wives and husbands came from the Lakehead and from cities near Winnipeg.

To pay tribute to the new members and to present them with their awards, John J. Fitzgibbons, president of Famous

(Continued on Page 11)

Two British Columbians and one Albertan—members of the Famous Players organization — were inducted into the company's 25 Year Club at a banquet held in the Hotel Vancouver's Social Suite recently.

They were J. Mel Gow, manager of the Capitol and Strand Theatres, Nanaimo, and George Menelaws, doorman of the Dominion Theatre, Vancouver. William Funnell, maintenance supervisor of the Capitol Theatre, Calgary, and one-time Royal

(Continued on Page 11)

Next Durango Kid

Derwin Abrahams will direct Columbia's next Durango Kid film.

Stars In 'Catalina'

Nanette Parks has been given the feminine lead in Paramount's "Catalina."

BUILDING NEWS

An 800-seat theatre, the LaSalle, will be erected in Ville LaSalle, Quebec, by LaSalle Amusements.

Construction will begin soon on a $40,000 theatre in Bancroft, Ontario, for Gordon Broughton, formerly a member of the Provincial Police, and A. Winch, projectionist at the Royal, Bowmanville. They are brothers-in-law and war veterans.

The Algoma, Famous Players' Sault Ste. Marie house, recently damaged by fire to the extent of $40,000, will reopen in several weeks.

Plans are being prepared for the reconstruction of the Palace, Granby, Quebec, at an estimated cost of $100,000. The theatre, owned by Romeo Robert, was burned out last year.

The Paramount Windsor drive-in will not only accommodate 1,250 cars but also have a grandstand seating 400. This will be the first drive-in with a grandstand.

Famous Players' Montreal Princess will have a new front at a cost of $50,000.

Work has begun on Odeon Theatres' $120,000 theatre, to seat 750, in West Vancouver.

Estimated cost of the projected Rimouski, Quebec, house for Georges Marceau is $75,000.

Excavation for Hollywood Amusement Corporation's $115,000 Montreal theatre has started.

Plans are being completed for alterations of the former armoury on Cote des Neiges Road, Montreal, to a movie studio for Renaissance Films Distribution, Inc.

WARNERS & BRITISH PRODUCE JOINTLY

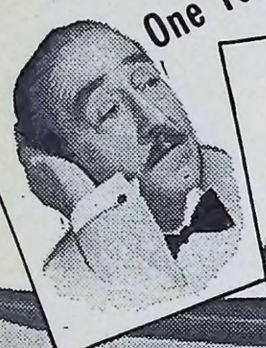
Six top-budget features will be produced jointly in Britain by Warner Brothers and Associated British Pictures, with WB men in charge. The former is a partner in the latter company, which also owns Britain's largest theatre circuit.

IT STARTS LIKE THIS...

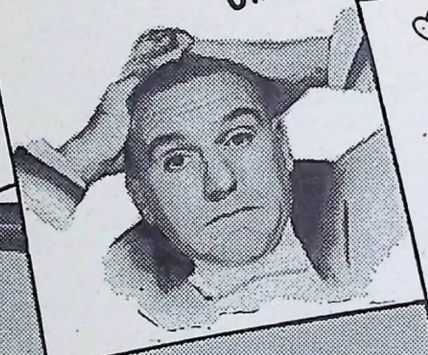
THREE MEN — With One Yen...!

ENDS LIKE THIS...

One Yearning!



One Burning!



One Learning!

And in between... it's the dizziest dramatic delight ever to cross your heart with love!

UNIVERSAL-INTERNATIONAL *presents*

Deanna DURBIN
Tom DRAKE
William BENDIX

I'll be Yours

with Adolphe MENJOU

Deanna Sings
"SARI WALTZ" - "GRANADA"
"IT'S DREAM TIME"

WALTER CATLETT • FRANKLIN PANGBORN • WILLIAM BROOKS

Produced by FELIX JACKSON • Directed by WILLIAM A. SEITER • Associate Producer: HOWARD CHRISTIE

Empire-Universal-Films Limited

UNIVERSAL INTERNATIONAL

BC Loop Renews With Famous

(Continued from Page 1)

The executives were in the west attending meetings of Famous Players' 25 Year Club and included R. W. Bolstad, vice president; Larry Bearg, western division manager; Morris Stein, eastern division manager and James R. Nairn, director of public relations and advertising.

After a meeting with Frank Gow, Maynard Joiner and Victor Armand, Fitzgibbons announced that the lease on the Orpheum Theatre, held by General Theatre Investments, has been renewed to extend to 1966 and the leases on six suburban houses held by the same company had been extended to 1957. These houses are the Alma, Kerrisdale, Grandview, Windsor, Victoria and Regent.

Famous Players has also purchased from General Theatre Investments a property at 41st and Granville Streets in Vancouver upon which will be built a modern suburban house seating 1,500.

The executives consulted architect Fred Townley of Townley and Matheson on final plans for the building of a new theatre seating 1,000, in Chilliwack. A new FP theatre seating 1,000 will be built in Kelowna and authorization was given for the remodelling and equipping of the Strand in Chilliwack, a silent movie house, which is at present dark.

Fitzgibbons declared that Famous Players are giving priority to the work of re-equipping and rebuilding existing theatres when the necessary materials are available and when the company has been assured that the materials ordered are not needed in the work of housing.

Autry Film Rolling

Republic's "Robin Hood of Texas," starring Gene Autry, is now in production. It is the third in the current series.

How To Manage A Theatre!

Learn about MOTION PICTURE THEATRE MANAGEMENT. Also ADVERTISING and EXPLOITATION. Helpful to Theatre Employes. An Excellent Course in Personnel Training. Endorsed by Theatre and Film Executives. Will Help any Man or Woman. No Other Book of its kind available. Explains How to BUILD UP YOUR ATTENDANCE. Why some good Theatres Fail and So-Called Cheap Theatres Make Money. HELPS THOSE NOW IN BUSINESS.

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Alberta Will Create Advisory Board

(Continued from Page 1)

Hooke, Provincial secretary and senior officer of the theatre and film branch. One of these was for the creation of a three-man advisory board. Following discussions between Hooke and representatives of the association, a bill providing for such a board was assented to in March, 1946.

Calgary and Edmonton locals of the IATSE disputed for the right to name the union member of the board and this led to the proposed amendment of the bill to increase it to five. It is expected that the board will be comprised of two union men, two members of the association and a government representative.

Following the amendment to the bill, No. 29 of 1946, the Lieutenant-Governor in Council will appoint the members of the board. The emergence of a theatre committee with official government standing will be regarded with great interest. During the war an advisory committee comprised of representatives of the exhibition and distribution sections of the trade was created by the WPTB. It met in Toronto several times and was presided over by the administrator of film and theatre controls. Its existence was marked by much bickering and, having no power, it faded out.

EDITH BOWEN

Recently appointed to the Motion Picture Censorship Board of Alberta.

Steal Theatre Safe

Thieves broke into the Sapperton Theatre in New Westminster, BC, recently and removed the safe. It was later found abandoned with its contents intact when the robbers were unable to open it.

Dentelbeck Speaker At IPS Meeting

Charles Dentelbeck, supervisor of projection for Famous Players, was the speaker at the January meeting of the Toronto chapter of the International Projection Society. He spoke on drive-in theatres and the equipment used and also headed a round-table discussion on coated lenses and other new equipment.

The regular February meeting was set for the 18th.

McPherson Head Of Film Trade Board

J. S. McPherson of Eagle-Lion and Monogram was recently voted in as president of the Winnipeg Film Board of Trade at the annual election meeting, replacing J. H. Huber of 20th Century-Fox.

I. W. Blankstein from Empire-Universal succeeded McPherson as vice-president.

'Out Of All Time'

Maureen O'Hara will next star in RKO's Technicolor "Out Of All Time."

Theatre Sold In Russell, Manitoba

The Russell Theatre in Russell, Manitoba, has been purchased by Stanley Belza. Jack Anderson, who operated the theatre for the past nine months, will continue as manager. It is a six-day 189-seat house.

Belza will also build a modern 400-seat theatre in Russell when materials become available.

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(Continued from Page 1)

Theatre Inspection branch, headed by O. J. Silverthorne, informed exhibitors of that requirement. Undertaken as an experiment, no penalty was stated and co-operation of exhibitors was asked.

Because of the failure of many exhibitors to provide such co-operation, there having been fifty infractions in Toronto alone, a regulation giving force of law to the requirement and stipulating penalties will be incorporated in the Theatre and Cinematographs Act. In addition, distributors may be asked to withhold films from certain exhibitors who have shown no inclination to co-operate after written warnings.

Grading of films, in practise in several countries and some provinces, was adopted as a guide to exhibitors and parents following constant objection to certain films as being unsuitable for juveniles. Specific means of identification in the theatre and for advertising purposes were stated.

The chief censor has issued several warnings publicly in the trade that full co-operation was lacking and that incorporation of penalties in the act might follow.

'Queen's Necklace'

Benedict Bogeaus' first 1947 production will be "The Queen's Necklace," starring Ida Lupino. He is negotiating with Charles Laughton and Brian Aherne for male leads for the film.

Film Weekly

Vol 12, No. 6 February 5, 1947

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor, Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ontario, Canada. Phone ADelaide 4317. Price 5 cents each or $2.00 per year. Entered as Second Class Matter.

The Stepping Stone

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The motion picture community in each city, in spite of being starless, has many interesting aspects and quite a few persons of colorful character. I am surprised that it has never, to my knowledge, been used as background material for occupational fiction. This semi-private world can be engrossing to students of the varied ways of Man. Although in it the motion picture is firstly a commodity, the community can be described as theatresque, humoresque and even picturesque.

THERE ARE the film exchanges, to which come pictures from every part of the world for distribution to theatres in their particular area. In each there is that never-ending drive for screen time or, as the trade has it, dates. No merchant scanning the sea for the approach of his next cargo ever exceeded in eager anticipation the exchange man awaiting the arrival of an important film. The word circulates like the wind when such a film has arrived.

The men whose duty it is to convince the operator of the Independent theatre or the representatives of the chains that the film will be worth exhibiting at the terms asked file into the miniature show called the screening room to see it at 9.30 a.m. or almost immediately upon arrival. Once seen, the print is sent to the censor for approval, then to make the rounds of the chains' screening rooms. There it will be studied by the buyers, who will negotiate the terms, and the bookers charged with placing it at convenient periods in those theatres whose patrons prefer that type of film.

If the exchange men, after seeing the film, find that it lives up to the producer's grandiose claims, there is great satisfaction and the office is a gayer place. If it doesn't, there are conferences involving the salesmen and the publicity representative, the aim being to make it appeal to theatre men and the public.

When the film opens its first engagement there are worrisome eyes on the boxoffice, the weather and opposing attractions. If the boxoffice suffers from acute inertia due to customer neglect, the example is not accepted fully, with many explanations being offered. It is never the picture at first and the next engagement is studied anxiously. If the film continues to falter the terms are lowered.

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AND SO IT GOES. Each season's product is a challenge, the marketing of each film almost a personal and collective crisis. "I also venture to think that last week's gigantic, colossal, magnificent, super-motion picture, is of very little value, because it is replaced this week by something more colossal, more magnificent and more superior," Sir Cedric Hardwicke once told the Empire Club in Toronto when comparing the stage with the movies.

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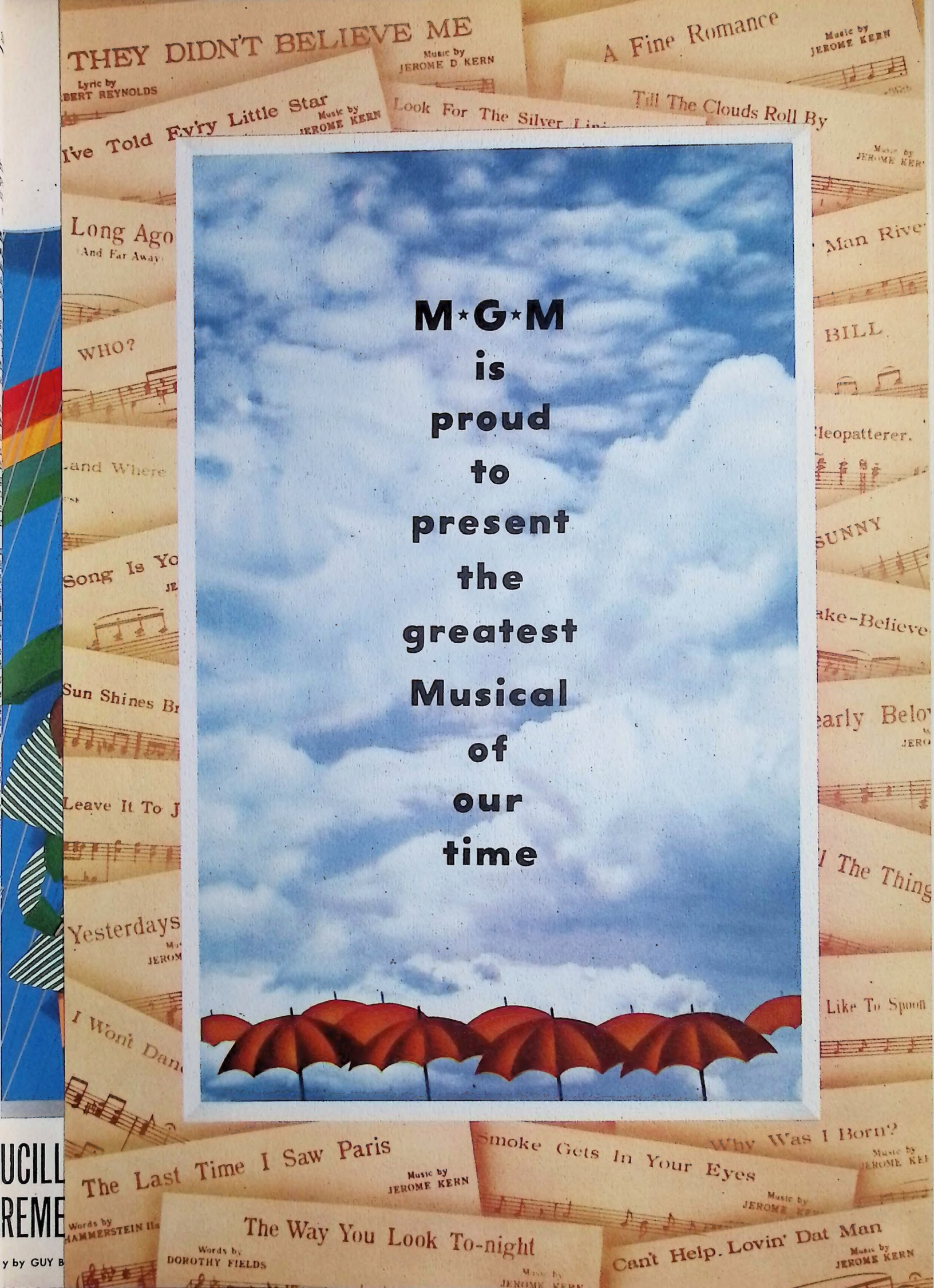
M·G·M
is
proud
to
present
the
greatest
Musical
of
our
time
THEY DIDN'T BELIEVE ME
Music by JEROME D. KERN
A Fine Romance
Music by JEROME KERN
Till The Clouds Roll By
Look For The Silver Lin
Long Ago
(And Far Away)
WHO?
BILL
SUNNY
Yesterdays
I Won't Dan
Like To Spoon
The Last Time I Saw Paris
Music by JEROME KERN
Smoke Gets In Your Eyes
Why Was I Born?
The Way You Look To-night
Words by DOROTHY FIELDS
Can't Help Lovin' Dat Man
Music by JEROME KERN

The Stepping Stone

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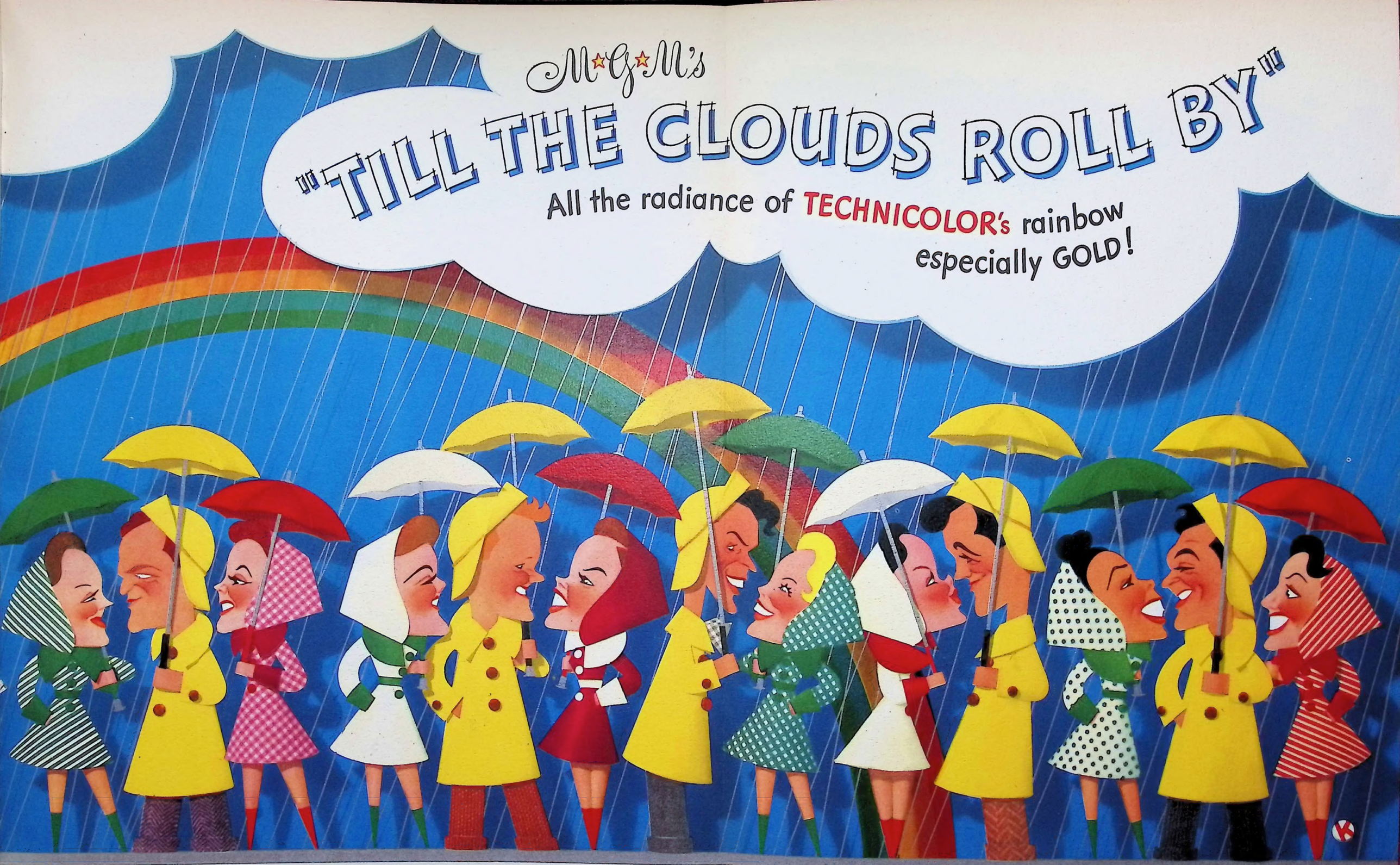
M·G·M's

"TILL THE CLOUDS ROLL BY"

All the radiance of TECHNICOLOR's rainbow especially GOLD!



LUCILLE BREMER ★ VAN HEFLIN ★ DINAH SHORE ★ ANGELA LANSBURY ★ VAN JOHNSON ★ JUDY GARLAND ★ FRANK SINATRA ★ JUNE ALLYSON ★ KATHRYN GRAYSON ★ ROBERT WALKER ★ LENA HORNE ★ TONY MARTIN ★ VIRGINIA O'BRIEN

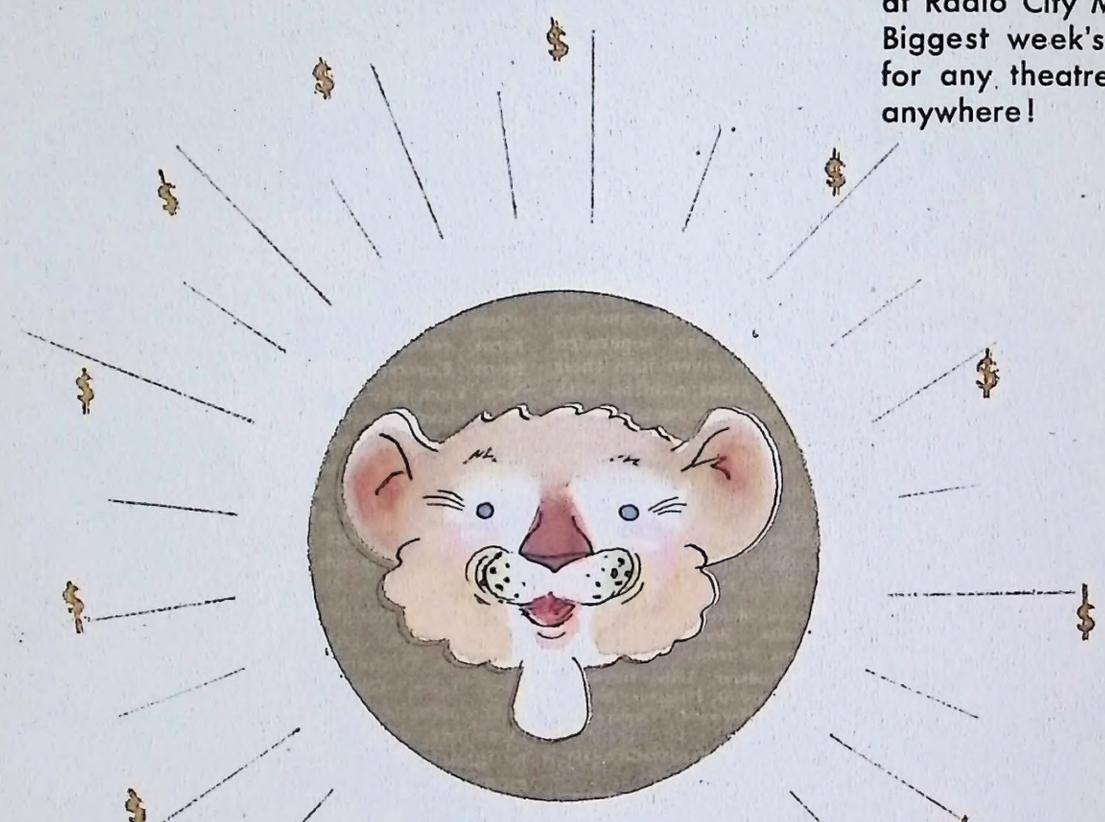
Story by GUY BOLTON • Adapted by GEORGE WELLS • Screen Play by MYLES CONNOLLY and JEAN HOLLOWAY • Based on the Life and Music of JEROME KERN • Musical Numbers Directed by ROBERT ALTON • Directed by RICHARD WHORF • Produced by ARTHUR FREED • A METRO-GOLDWYN-MAYER PICTURE

Wait

TILL THE CLOUDS ROLL BY

Extra! At press time!

It sets new all-time record at Radio City Music Hall! Biggest week's business for any theatre, anytime, anywhere!



AND GOLDEN SUNSHINE BEAMS ON YOU!

What a choice it was for the prize holiday time at Radio City Music Hall where after setting new all-time M-G-M records the melody of the cash register lingers on. Now its first nationwide engagements tell you that you're getting one of the Biggest from the outfit the Big Ones come from!

LITHO U.S.A.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 12, No. 6 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

The Jolson Story

with Larry Parks, Evelyn Keyes
Columbia 128 Mins.

SOCK QUALITY BIOGRAPHY. INTELLIGENT, LAVISH MUSICAL IN COLOR SHOULD BE A HIGH SCORER AT BOXOFFICES.

Translating the life and times of Al Jolson to the screen, Sidney Skolsky, producer, has acquitted himself of a superfine job that reflects handsomely on all concerned and withal maintains an intelligent aspect that sets it apart from the usual biographical treatment accorded top-rankers in American show business.

As Larry Parks, who plays Jolson, says frequently, "You ain't heard nothin' yet," so might the exhibitor be guided in telling his public about this film. For, until they have seen this they have probably never been so stirred by the presentation and rehearing of dozens of songs that made them happier in a bygone day and solidly established Al Jolson as top-ranking entertainer of his day.

The story concentrates on the inner Jolson urge to sing and introduce new numbers in new styles. He was not to be easily thwarted by accepted standards. The net result is too well known to be listed again here.

Starting in Washington where Jolson, 12-year-old son of a cantor, is smitten by the show business bug while attending a show instead of being in a synagogue with his father, the story details his progressive steps up to his name in starring lights on Broadway. He begins with a small time act with William Demarest, in vaudeville. He grows up learning the business. Then his voice changes and he whistles his part of the business. One night in Kentucky when a blackface comedy-singer is plastered and unable to go on, Jolson substitutes and eventually winds up with Dockstader's Minstrels. He goes all the way up the line to a duet spot and then quits in New Orleans when he learns of the potentialities of jazz.

Meanwhile Demarest unknown to Jolson is influential in securing a spot for him in a Broadway show. From there on the Jolson style clicks and clicks, all the way, to Hollywood, and the first talking picture.

The romantic element in Jolson's life is intelligently presented and always there is the ominous problem facing him and his wife — the old fire horse hearing the bell — show business and the urge to entertain. This eventually is responsible for estrangement.

There's creditable effort and accomplishment in this film other than mere biography. Jolson's father, played by Ludwig Donath, a cantor, is represented as an intelligent, liberal man, a thoroughly warm, human character who in the course of following his son's career evinces a fine spirit of inter-religious co-operation and understanding.

CAST: Larry Parks, Evelyn Keyes, William Demarest, Bill Goodwin, Ludwig Donath, Tamara Shayne, John Alexander.

CREDITS: Producer, Sidney Skolsky; Director, Alfred E. Green; Adaptation, Harry Chandlee, Andrew Solt; Dances, Jack Cole; Cameraman, Joseph Walker.

DIRECTION, Excellent. PHOTOGRAPHY, Very good.

Child of Divorce

with Sharyn Moffett, Regis Toomey, Madge Meredith
RKO 62 Mins.

SCREEN VERSION OF "WEDNESDAY'S CHILD" IS LACHRYMOSE EXERCISE FOR FEMININE TEAR DUCTS.

The plight of an eight-year-old child when her parents break up via the divorce court has been mounted in this production which is based on "Wednesday's Child," play by Leopold Atlas. It is a sad piece of business — the story — and when it is booked, the exhibitor should point up his campaign to the female portion of his trade for it is their meat. The situations are played up for their tear-jerkingest utmost.

Sharyn Moffett plays the youngster. Regis Toomey and Madge Meredith are the parents. Toomey is a constant traveler and Miss Meredith finds another man. Soon they are separated and the child is given into their joint custody, eight months with the mother and the remainder of the year with her dad.

It does not work out. Eventually the child is sent to a boarding school where she meets others in a similar state who can commiserate with her and the film ends on that note.

CAST: Sharyn Moffett, Regis Toomey, Madge Meredith, Walter Reed, Una O'Connor, Doris Merrick.

CREDITS: Producer, Lillie Hayward; Directed by Richard O. Fleischer; Screenplay, by Lillie Hayward; Cameraman, Jack Mackenzie.

DIRECTION, Fair. PHOTOGRAPHY, Good.

Nobody Lives Forever

with John Garfield, Geraldine Fitzgerald
Warner Brothers 100 Mins.

WELL-DIRECTED AND ACTED ACTION THRILLER MELODRAMA OF "THE CONFIDENCE GAME" MOUNTED IN SUPERB PRODUCTION.

John Garfield plays rough and romantic in this well-directed screenplay, with a charm that will up his rating with the femme part of the audience and give the guys that brought 'em some thrilling entertainment.

Geraldine Fitzgerald and Faye Emerson are smartly cast as the types of women in Garfield's life. Emerson in the role of a two-timing nite club singer, and Fitzgerald projecting her beauty and talent as a young wealthy widow, object of a "confidence" scheme designed by George Coulouris, petty gambler.

The story gets under way when Garfield, fresh out of uniform, retrieves a tidy bankroll from Emerson's partner in a New York nite club, which rightfully should have been his. Garfield and his sidekick, George Tobias, who does okay with some good comedy lines and bits, train out for California where they put up a flashy front with a bungalow at the beach and a smart hotel suite.

Walter Brennan, a sharp-witted old "con" guy, brings Garfield the Coulouris plan for an easy "take." Garfield accepts the deal, despite his dislike for Coulouris, with the proviso that he handle the job alone and guaranteeing the boys a minimum of $30,000. Garfield meets Fitzgerald, and, after spending some time with her, finds that he has fallen in love with her and cannot go through with the plan.

The film takes on a thrilling climax when Coulouris refuses Garfield's minimum guarantee and makes an attempt at kidnapping Fitzgerald. Garfield, Brennan and Tobias plan the rescue in which Brennan and Coulouris are killed.

Fitzgerald, with a full knowledge of the original plan and Garfield's attempt to bow out, gives the film the desired ending by responding to his love.

CAST: John Garfield, Geraldine Fitzgerald, Walter Brennan, Faye Emerson, George Coulouris, George Tobias.

CREDITS: Producer, Robert Buckner; Director, Jean Negulesco; Original screenplay, W. R. Burnett; Cameraman, Arthur Edeson.

DIRECTION, Very Good. PHOTOGRAPHY, Effective.

Sommers Manager Of Astral, Winnipeg

Ben H. Sommers, who was recently appointed to the position of Winnipeg branch manager by I. H. Allen, head of Astral Films, is well-known in film circles in the prairie city. At one time he was a film salesman for Monogram and later for United Artists and followed that by managing the Windsor and State Theatres in that city.

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BEN H. SOMMERS
Appointed Winnipeg branch manager for Astral Films by I. H. Allen.

US Merit Medal To Jack Warner

The War Department announced recently the award of the Medal for Merit to Jack L. Warner, vice-president in charge of production of Warner Bros. Pictures, Inc. The award covers Warner's services to the War Department from September, 1939, to September, 1945.

The Medal for Merit grew out of the badge for military merit established in 1872 in accordance with an order issued by General George Washington at his headquarters in Newburgh, NY. In addition to the Medal for Merit, rarest of all the awards of the government and issued so far to fewer than 200 Americans, there are two other awards, the Purple Heart and the Legion of Merit, which have their genesis in General Washington's original order.

Early in the war, even before the United States was actually involved, the War Department sought Warner's aid and asked that he bring his 30 years of motion picture experience into the preparation for arming the country.

Warner thereafter recruited and provided producers, writers, directors and technicians for the armed forces and established the first motion picture unit of the Army Air Forces. In addition to making hundreds of training films at the Warner Bros. Studios, he supervised the production of a great number of recruiting subjects which were shown in the nation's theatres. He also aided in sending thousands of prints of feature films overseas for the entertainment and morale of troops.

PICTURE PICKUPS by TAP KEYES

From Reliable Sources

I'M ALWAYS GLAD to spend a while kibitzing with Dave Berzan, Montreal exhibitor, when he's around here. Dave is also interested in the Manitou Lodge, Ivry Nord, Quebec, a summer place. "Bad theatre weather is good hotel weather and vice-versa," he philosophizes . . . A brick-a-brack award to the fellow-irker who makes an eight minute phone call during the ten-minute intermission . . . Bea Fisher has succeeded Max Chic as the International Cinema's exploiteer . . . Here's hoping that the Cinema or the Kino brings in Andre Malraux's great film of the Spanish civil war, "Man's Hope" . . . Fred Trebilcock at Shea's drew a prime beef in letter form at "The Outlaw" and "Wicked Lady" but played neither. Most complainers jump on the bandwagon and blare discordant notes without seeing the object of their disaffection.

* * *

RALPH FOSTER, who was borrowed from the NFB to head the Australian film board, is due back in a couple of months. He likes Australia and writes highly of his colleagues, with whom he has turned out a couple of dozen films . . . One of my favorite programs is CBL's "The Four Gentlemen." They sing that full-chested, open-hearted harmony. I hear that the Toronto branch of the Society for the Preservation of Barber Shop Harmony, etc., will have an evening in Massey Hall in March and the boys with the rolling chords will roll in from the countryside to compete with each other and listen to USA guest quartettes . . . What's this gab about Wayne & Schuster doing some work for Paul L'Anglais? A good idea . . . Those were drab newsreel shots of the first citizenship ceremonies. With a little showmanship they could have been inspiring.

* * *

HE'S A SMART ONE, that Al Sedgwick of the Palace, St. Catharines. It comes out now that a merchant scheduled a Christmas parade at the same time as his Odeon juve show, which was an anniversary one. So Tom Miller of Mammy's Bread donated a birthday cake, which Al displayed in the lobby for a week to interest the kids. After scheduling the show later he placed two clowns with signs in the parade and the kids piled in when it was over. They voted to give the cake to the orphans' home and Miller gave each a package of cookies in lieu of a slice . . . Win Barron got plenty of print and picture space in Entertainment, a lively Toronto publication . . . CBL is arranging a forum called "What Are the Movies Doing to Us?" and Graham McInnis, just back from the continent for the NFB, will be one of those present. I would rather hear him tell me personally about the girls of Paris, a subject barely touched on by him in the course of his Saturday Night articles.

Montreal Branch Wins Mono Drive

(Continued from Page 1)

eral manager. He reported the drive as being highly successful and commended all branches for the outstanding results achieved.

In second place was the Saint John branch, managed by Lou Michaelson, and third went to Toronto, which is under the supervision of Graydon Matthews.

Oscar R. Hanson, Canadian general manager, accompanied by Vaughan, was in attendance at the recent sales meeting of Monogram franchise holders in St. Louis. Steve Broidy, president, outlined the production schedule for the fiscal year ending June 30th, which continues with low-budget pictures but also adds new high-budget films.

An index to the expansion plans of the company is the 200 per cent increase projected for advertising and promotion, a sum that is expected to exceed a million and a half dollars. Other plans showing the aggressiveness of the company, call for the production of color motion pictures.

Allied Artists, the newly formed company set up to handle the high-budget pictures exclusively, screened for the conference its initial offering, Roy Del Ruth's $1,300,000 production, "It Happened On Fifth Avenue."

Many Install New Sound Systems

Installation of new and improved sound equipment in theatres has reached a new peak in the Dominion. Perkins Electric Company report that in recent months it has installed the latest "Royal Sound Master" sound systems in 35 situations.

The names of the houses and their location follows:

Canadian, Causapscal; New, St. Gideon; Maska, St. Hyacinthe; St. Laurent College, Montreal; Dominion, Montreal; Canadien, Montreal; Laurier, Mont. Laurier; Arntfield, Arntfield; Louise, Ste. Rose; Star, Waterloo; Casino, Pointe au Pic; Plaza, Buckingham; Bryson, Bryson; St. Jovite, St. Jovite; Alouette, St. Donat; St. Evariste, St. Evariste; Makamik, Makamik; Capitol, St. Remi; Rex, Sherbrooke; Fox, Fox River; Centre, Port Daniel; Chandler, Chandler Town Hall, Danville; Parish Hall, Matane; Au Fil de l'Eau; Black Lake, Black Lake; Gaiety, Fairville; Disraeli, Disraeli; Plaza, Maniwaki; Canada, Montreal; Central, Jonquiere; Gem, Port Dover, New Royal, Hearst; Empire, Thessalon; and Delaney, Gananoque.

FPCC 25 Year Clubs Gather

(Continued from Page 1)

WINNIPEG

Players, journeyed west accompanied by R. W. Bolstad, vice-president; Lawrence I. Bearg, western division manager; Morris Stein, eastern division manager and James R. Nairn, director of public relations and advertising.

The 25 Year Club is three years old but no members from the prairie provinces were eligible for membership during the first meeting of the organization.

New members of the Club this month were Harold A. Bishop, district manager for Manitoba: Mrs. Emmelien Colpitts, assistant manager of the Capitol Theatre, Fort William; Ernest H. Dean, maintenance supervisor, Orpheum Theatre, Fort William; Robert J. Hainstock, projectionist, Capitol Theatre, Fort William; Mrs. Daisy McDaid, service staff, Colonial Theatre, Port Arthur; Michael P. Moran, projectionist, Capitol Theatre, Regina; William V. Novak, manager, Capitol Theatre, Winnipeg; Francis H. Rabb, projectionist, Colonial Theatre, Port Arthur: James C. Rabideau, projectionist, Orpheum Theatre, Fort William, and George Sim, projectionist, Colonial Theatre. Port Arthur.

L. I. Bearg ably fulfilled his duties as toastmaster and first introduced Ald. C. E. Simonite, acting mayor of Winnipeg. The alderman congratulated the club members upon having completed 25 years of service. "You theatremen are playing a part essential to the community life of Winnipeg and in every other city or town where you operate theatres," declared Ald. Simonite. "I wonder if you realize the full importance of your contribution? By making good entertainment available to the average man you make an important contribution to our happiness and welfare. I congratulate you and bring you the greetings and good wishes of the city of Winnipeg."

E. A. Zorn, district manager for the Prairie Provinces and the Lakehead district expressed his pleasure that so many employees in his district had become members of the club this year. "Twenty-five years is a long time in anyone's life," he said, "And you must have had great faith in the future of the company to have stayed with it continuously almost since its inception. I am not a 25 Year Club member but I've been more than 25 years in the business and I can tell you that the happiest years of my life have been spent here with Famous Players."

Morris Stein, eastern division manager, who was paying his first visit to the west, brought the greetings of the eastern members of the club. "Not only the 25 Year Clubbers but all of us in Famous Players are members of one large family scattered all over the country," he said. "Meetings such as this are like family reunions and I hope to attend many more."

H. J. Riley and W. P. Filmore, legal advisors for Famous Players in Winnipeg, spoke briefly. Mr. Filmore kept his audience in roars of laughter with his observations on the movie industry and its leaders in Winnipeg.

Bob Hurwitz brought the greetings of Famous Players' partners in the west and A. W. Shackleford proposed the toast to the ladies. James R. Nairn congratulated the members of the club on their contribution to the company's public relations work.

R. W. Bolstad addressed his remarks to the 25 Year Club members. "They," he said, "had done much to build Famous Players. It was not until 1922 that we could call ourselves a national company. From that small beginning we have grown to the point where last year the Canadian public spent more than $36,000,000 at our boxoffices — you are part of a company that entertains more than two million people every week."

J. J. Fitzgibbons, in making the awards to the new members, stressed the importance of motion pictures. "There is no greater medium than the motion picture for entertainment," he declared. Tracing the growth of the industry Fitzgibbons reminded his audience that it was not so many years ago that motion picture theatremen were not highly regarded by businessmen and the public. "I can remember the time when we were regarded with suspicion as fly-by-night operators. Today, thanks to the untiring efforts of people such as you, we have the respect of the public and are accepted as businessmen — just as bankers, grocers and other businessmen. I want everyone in this company to continue in the field of public service so that our theatres will continue to play their part in serving the community in every possible way. To all the members of the 25 Year Club our thanks and our appreciation."

A. W. Moscarella, assistant publisher of the Winnipeg Tribune, spoke on behalf of the press of the city and F. Rabb voiced the appreciation of the new members. "We will treasure these gifts and the memory of this occasion for the rest of our lives," he said.

Among the guests were Alderman and Mrs. C. E. Simonite, representing the city of Winnipeg; Mr. and Mrs. A. W. Moscarella, Mr. and Mrs. Richard Miles, Mr. Sam Weiner, Mr. and Mrs. R. D. Hurwitz, Mr. and Mrs. M. J. Riley, Mr. and Mrs. W. P. Filmore, Mr. and Mrs. Alex Entwisle of Edmonton; Mr. and Mrs. Frank Morriss, Mr. and Mrs. Ben Lepkin, A. W. Shackleford of Lethbridge; Mrs. Victor Armand; and Mr. Ken Beach.

Members who joined the 25 Year Club last year and who were present at the Winnipeg dinner included Mr. and Mrs. H. Gordon, Capitol Theatre, Regina; Mr. and Mrs. Fred Tickell, Capitol Theatre, Fort William; Mr. and Mrs. A. Wishart, Capitol Theatre, Winnipeg; Mr. and Mrs. H. Rennebohm, Capitol Theatre, Regina; Mr. and Mrs. Norman Code, Capitol Theatre, Winnipeg.

VANCOUVER

North West Mounted Police officer, became a member of the Club in Vancouver, where he was on vacation. Fred Broadbent of Edmonton and Mrs. Jessie Latus of Calgary, both members of the Club, attended the Vancouver dinner.

"It's pretty easy for me to get sentimental about our business and the 25 Year Club," said John J. Fitzgibbons, president of the company, as he presented the new members with their membership pins, certificates of appreciation and bonds.

"I take great pride in being connected with an industry that has the privilege of serving its fellow men as this industry is able to do," he said. "All of you, particularly our 25 Year Club members, have done much to create public good will for our industry and our company. Tonight we number among our guests the Chief Justice of this province, a member of the Canadian Senate, two mayors and publishers of the leading newspapers of the province. They have come here to join us in paying tribute to you. What greater evidence could you want than this of the esteem in which you are held by your fellow man?"

R. W. Bolstad, vice-president of the company, said: "I think Famous Players has a good reputation in Canada. If it has, much of it is due to the work of you men and women of the 25 Year Club. We're proud that you have had enough faith in our future to remain with us for a quarter of a century and more. Most of you have seen our company grow from a group of 18 theatres into the great Canadian business institution it is today—for Famous Players is now the largest theatre company on this continent — one of the largest in the world."

Bolstad touched on the company's war effort and the fact that more than 1,000 of its employees had served with the armed forces of the Allies. "Many of them left us as boys and returned as men trained to lead others. Their wartime experiences have made them valued employees."

Praising the 25 Year Clubbers for their loyalty, Bolstad said: "But loyalty can't be one-sided. The officers of your company owe loyalty to you, too. We are doing everything possible for your security and welfare in the form of life insurance for most of our employees, incentive bonuses, hospitalization and surgical care and vacations with pay. We hope to be able to continue to add to these benefits."

The Hon. Wendell Farris, Chief Justice of British Columbia, and a former member of the board of directors of Famous Players said: "May I congratulate your president on his high honors on having been made a Commander of the British Empire by His Majesty. I know he would say that the honors came to him through the co-operation of all of you in Famous Players.

"Today," said His Lordship, "We are all Canadians. During the war years you did a magnificent job but now we face the great task of welding the peoples of this country into a Canadian nation. You can make a great contribution to this work through the medium of the motion picture."

25 Year Clubber George Pollock proposed the toast to the ladies and Larry Bearg handled his difficult assignment of toastmaster in able fashion.

WARNER BROS.

Exhibitor, say hello to "Never say Goodbye."
It's a beauty.
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TWENTIETH ANNIVERSARY OF TALKING PICTURES